

# Aadesh Upadhyay

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## Summary

Data Analyst with 3+ years of experience in cloud-based analytics, data governance, and pipeline automation. Skilled in translating business requirements into governed data models and quality metrics. Proven ability to collaborate with cross-functional teams and data stewards to deliver scalable insights and drive operational improvements across AWS, Azure, and SQL environments.

## Technical Skills

**Languages:** SQL, Python, R, PySpark, Shell scripting

**Data Tools:** dbt, BigQuery, Looker, Tableau, Power BI, SAS Viya, SPSS, Airflow, DataBricks, Snowflake, Alteryx, Excel, Git

**ML & Experimental Design:** Supervised & Unsupervised Learning, A/B Testing, Hypothesis Testing, Statistical Inference, Engagement Metrics, User Segmentation, Model Validation, Model Monitoring

**Cloud Platforms:** Microsoft Azure, AWS, Google Cloud Platform (GCP),

**Governance & Metadata:** Collibra, Data Catalogs, Metadata Standards, Data Quality Metrics

**Experimental Design:** A/B Testing, Hypothesis Testing, Statistical Inference, Engagement Metrics, User Segmentation

**Modeling & Analytics:** Google Forms, Qualtrics, Logistic Regression, Clustering, Decision Trees, Predictive Modeling, ARIMA, Cross-Validation

**Certifications:** Azure Data Fundamentals, AWS Certified Cloud Practitioner

## Experience

### Data Analyst, NextGen Research Lab

Apr 2024 - Present

Fort Worth, TX

- Built data pipelines using Azure Data Factory and SQL to analyze SMS activity logs and detect credit fraud patterns, improving classification accuracy and data integrity.
- Optimized dbt models and Synapse queries driving Power BI dashboards; cut load times by 40% and enabled faster insights into fraud risk and customer engagement.
- Created cohort and LTV dashboards in Synapse SQL to monitor user behavior trends and support fraud detection strategies across campaigns.

### Data Analyst, Zoho Corporation

Jun 2021 - Feb 2023

Chennai, India

- Translated marketing and product KPIs into governed data models and SQL logic, ensuring alignment between business definitions and technical execution.
- Collaborated with cross-functional teams (Marketing, Product, Engineering) to codify data definitions and build unified metric layers using dbt and Redshift.
- Analyzed behavioral logs and user surveys to uncover friction in trial-to-paid journey; designed A/B tests targeting CAC optimization.
- Implemented Athena and Python pipelines to segment users and forecast LTV using historical behavioral patterns; supported strategic MMM reviews.
- Built Power BI dashboards visualizing ROAS and funnel KPIs; communicated insights to marketing managers and executives.

### Data Analyst Intern, 1stopAI

Feb 2021 - Apr 2021

Bangalore, India

- Built churn models and cohort-based LTV predictors; partnered with product to tailor recommendation strategies around retention segments.
- Developed marketing mix dashboards in Google Data Studio; reduced reporting time by 30% and supported campaign planning.
- Mentored junior analysts in Python and visualization tools, fostering a culture of analytical excellence.

### Data Analyst, TNEB

May 2020 - Dec 2020

Tamil Nadu, India

- Standardized financial datasets and developed KPI dashboards in Excel and SAS, improving anomaly detection and audit readiness by 30
- Forecasted peak energy demand using Python time-series models, enabling optimized load planning and improving service delivery.
- Partnered with Sales, Credit, and Ops to resolve revenue leakages; translated complex billing issues into structured datasets for cross-team resolutions.

## Education

### University of North Texas, Denton, TX

Aug 2023 – May 2025

Master of Science in Computer Science

GPA: 3.88

### Sri Krishna College of Engineering, Coimbatore, India

July 2018 – June 2022

Bachelor of Electrical Engineering

GPA: 4.0